Taiwan External Trade Development Council

2020

Annual Report

外貿協會工作年報

TAITRA

[illegible]

為貼近產業並深化在地服務，本會2019年拜訪全臺5,000多家企業，辦理「中小企業菁英會」及「地方工業商業會交流會」，推廣本會各項服務及相關政府資源，了解我商產品優勢、拓銷海外市場需求，加速數位貿易發展進程，並蒐集產業現況暨趨勢。另利用本會國內辦事處及遍布全球63駐點，安排地方縣市政府辦理農產食品推廣活動，及拜會重要海外通路商和進口批發商，串聯起地方政府的國際行銷管道。

面對數位科技飛速發展，社會及經濟活動更趨便捷，本會期許成為「數位經貿的領航者」，為我業者掌握全球數位商機。本會從內部培植數位思維為出發點，持續進行數位轉型，以提供業者數據分析及一站式服務為方向，將台灣經貿網作為建構數位貿易生態圈的核心，串連我商及國際知名電商平台，透過具深度及廣度的數位發展策略與服務，全力推動我國數位貿易發展。

全球[illegible]，[illegible]科技，新局勢，未來每一家企業都必須是科技公司方能搶占先機。2020年外貿協會成立滿50週年，本會將加速轉型，連結新創及年輕世代，擴大數位服務，期許成為臺灣「數位經貿領航者」及「國際行銷推手」，創新服務我國中小企業掌握產業品牌競爭優勢，攜手拓展全球市場！

TAITRA established the Taiwan-USA Trade & Investment Networking Center. Secondly, with the launch of TAITRA Bridge Building Project, Taiwanese companies have connected with Japanese mega-corporations for potential business opportunities. As for Mainland China, TAITRA managed the network for Taiwanese and Chinese companies by holding various activities to promote trade.

Marketing Alliances

TAITRA continued to lead its established marketing alliances in showcasing their products globally, including smart city businesses, electric vehicles, green businesses, and bubble tea businesses.

Services to Taiwan's Industrial Associations and SMEs

TAITRA conducted surveys and interviews with over 5,000 companies and also held panel discussions and round-tables for local associations and small and medium-sized enterprises. In addition, with the outreach of its five domestic offices and 63 overseas offices, TAITRA effectively conducted international marketing to promote Taiwan's agricultural products overseas.

Digital Strategy and Transformation

James C. F. Huang

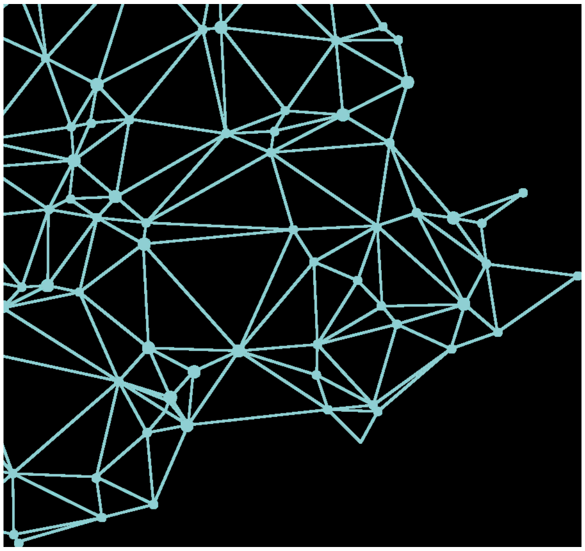
Chairman

James C. F. Huang

Overview of TAITRA's 2019 Operations

本會自1970年成立迄今，係我國主要對外貿易推廣機構，整合政府、本會各組室及駐外據點，組團[illegible]等各項推廣活動。

TAITRA has been Taiwan's foremost nonprofit trade promoting organization since it was established in 1970. By integrating its resources and overseas offices with the government's, TAITRA organizes delegations for overseas trade shows and business visits, sets up procurement and business match meetings, conducts digital marketing, connects with international e-commerce platforms, holds Taiwan Trade Shows, and fosters Taiwan's MICE industry.



「臺灣形象展」自2017年起已舉辦14場次，橫跨日本、印度、越南、馬來西亞、菲律賓及泰國6個國家、13個城市，累計吸引30萬人次參觀，促成國內外商機人脈接觸，總計拓展商機超過4,100則，將臺灣產業形象與國際[illegible]鏈結各產業雙方交流，讓更多海外當地民眾透過展覽對臺灣有更深入的瞭解及評價，進而促進參觀者來臺觀光或求學，有效提升我國國際形象。

[illegible]

[illegible]

[illegible]

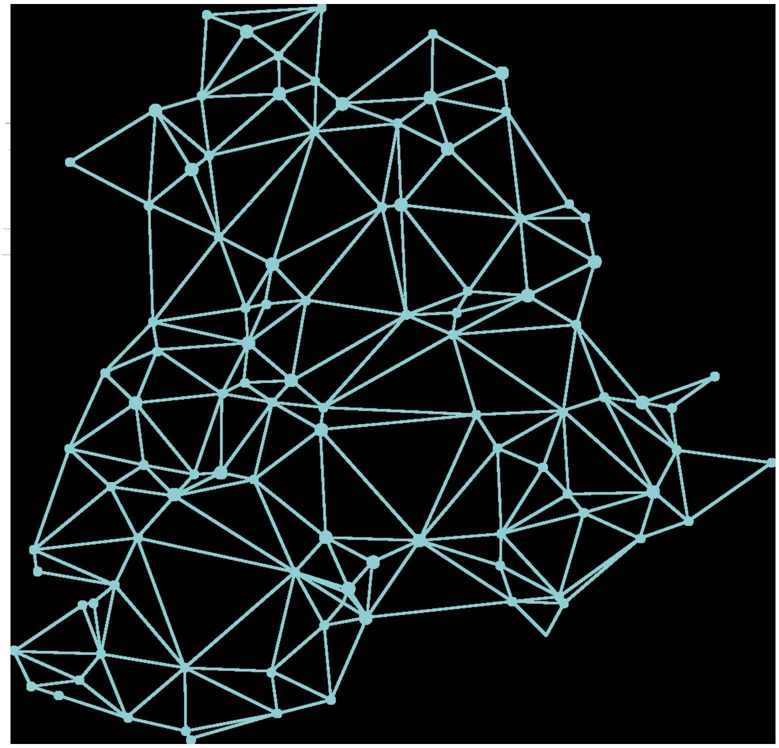
With a focus on both trading in goods and in services, TAITRA aims to serve and assist Taiwan enterprises in expanding into the four largest overseas markets of New Southbound markets, Mainland China, as well as emerging and developed markets. TAITRA helps these enterprises to explore business opportunities by leveraging traditional channels and online platforms and also by employing innovative and appropriate initiatives.

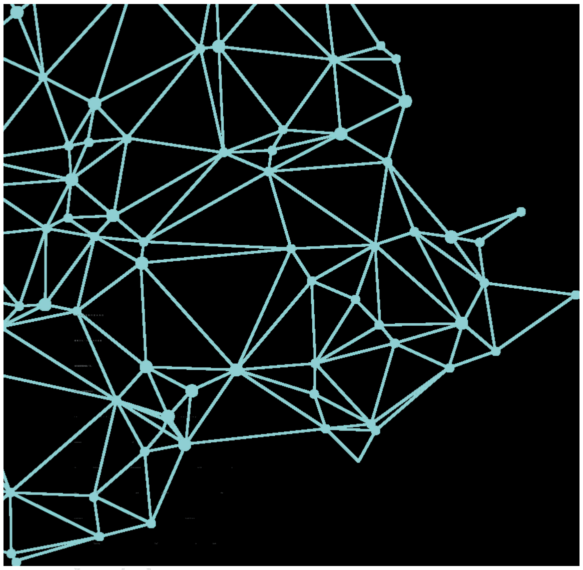
[illegible]

[illegible]

In 2019, the opening ceremony of TAIWAN EXPO in India presented with a tea theme and presented the common cultural tradition of "tea-drinking" [illegible] in both Taiwan and India.

TAIWAN EXPO has been held [illegible] times in [illegible] cities in 8 countries, including Indonesia, India, Vietnam, Malays
the Philippines, and Thailand since 2017. It has a
[illegible] visitors and received more than [illegible] reports
domestic and foreign media.
TAIWAN EXPO has effectively enhanced Taiwa
international visibility and image, and it has promote
Taiwan's industrial image and national power to





[illegible]

灣產品，迄今，每年舉辦100場推廣活動，

以整合行銷如展覽、運動賽事、品牌體驗、

數位互動、媒體廣告與通路活動等方式將台

灣精品推向國際目標市場，以提升臺灣產業

形象，[illegible]

The Taiwan Industry Image Enhancement Project (IIEP) manages the Taiwan Excellence Awards Selection and holds over 100 promotional events each year. These events aim to enhance the image and competitiveness of Taiwan's industries worldwide by implementing integrated marketing strategies including exhibitions, sporting events, brand experiences, digital marketing, media advertising, and trade meetings, among others.

2019年台灣精品獎頒獎典禮除隆重舉辦外，並以實體及影音展出得獎產品，同時辦理系列活動，包括「台灣精品國際行銷趨勢與實務經驗分享會」，由歐洲行銷聯盟副主席Professor Jonathan H. Deacon及紅點設計獎評審Mr. Gordon Bruce進行專題演講、臺灣產業形象廣宣計畫3年回顧展、全球通路商暨品牌代理商洽談會，進行168場次的貿易洽談。

The 2019 Taiwan Excellence Awards ceremony presented award-winning products and hosted a series of events including:

- Trends and Experiences in International Marketing - Sharing Forum led by Professor Jonathan H. Deacon, Vice-Chair of the European Marketing Confederation (EMC) and Mr Gordon Bruce, Judge of the Red Dot Design Award
- Taiwan Industry Enhancement Project (IEP) Three-Year Retrospective Exhibition
- Global Partnership Sourcing Conference in Taiwan, including 168 business match meetings for Taiwan Excellence award-winning companies and buyers

拉斯維加斯消費電子展 CES 2019

2019年1月本會於拉斯維加斯消費電子展（CES）設置台灣精品館並舉辦台灣創新科技國際記者會，館內展出42件產品，如：創心醫電電子聽診器、瑞儀科技景深感知器等，吸引6萬人次參觀及知名媒體至台灣精品館採訪，包括中視、Aljazeera、美國abc13 News等。記者會由本會黃志芳董事長介紹最新臺灣科技產業趨勢，再由台灣精品企業發表產品：雷虎科技海龍號水下無人航無人潛艇、創淨科技e立淨消毒噴霧系統、訊連FaceMe™ AI 臉部辨識引擎及群創科技智慧零售解決方案。記者會共吸引來自18國114人出席，一週內觀看網路直播達28萬人次。

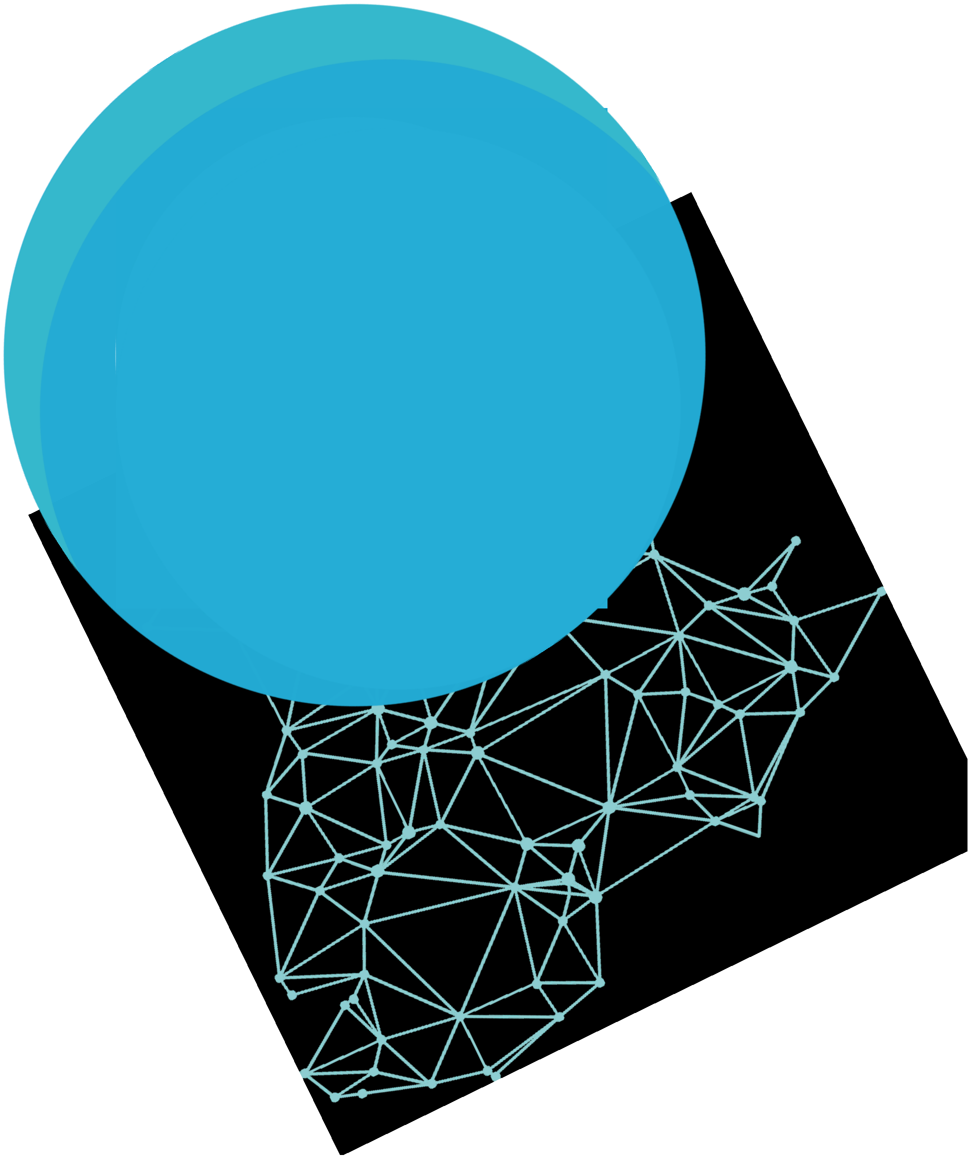
亞美尼亞世界資訊科技大會

Armenia WCIT 2019

2019年10月國際資訊科技聯盟會第23屆世界資訊科技大會（WCIT）於亞美尼亞舉行，[illegible]智慧農業、智慧物聯網三大主題，集結19家企業科技12項產品，展示AI [illegible] [illegible]產業創新，[illegible]本大會「創新投資金融市（Innovation meets Capital）」論壇與主講者及[illegible]與談人，分享臺灣創新環境及產業案例集，聽眾參達2,000人。

台灣精品盃電競賽

Taiwan Excellence Esports Cup 2019

針對向市場受全球電競產業高速成長的潮流，本署藉由「電競」作為臺灣與對應內市場的共同語言，再邀請12家電競品牌共同辦理台灣精品盃電競賽，[illegible]西亞、泰國、[illegible] [illegible] [illegible] [illegible]總觀看達1億4,700萬人次。